BEFORE

THE PUBLIC SERVICE COMMISSION OF

SOUTH CAROLINA

DOCKET NO. 2007-57-C - ORDER NO. 2009-669

SEPTEMBER 24, 2009

IN RE:	Application of United Telephone Company)	ORDER APPROVING
	of the Carolinas for Approval to Modify Its)	NAME MODIFICATION
	Name to Add d/b/a Embarq)	

This matter comes before the Public Service Commission of South Carolina (the "Commission") on the request of United Telephone Company of the Carolinas, LLC d/b/a Embarq ("United Telephone" or the "Company") for approval of a modification of the Company's name by which it will be doing business in South Carolina. United Telephone proposes to adopt CenturyLink Communications as a new "doing business as" (d/b/a) or trade name with regard to offering telecommunications services in South Carolina. The d/b/a of CenturyLink Communications will replace the Company's current d/b/a of Embarq. United Telephone is presently certificated by this Commission to provide telecommunications services within the State of South Carolina.

By letter from the Company's counsel, received August 31, 2009, United Telephone advises the Commission of the Company's desire to do business in South Carolina using a d/b/a name of CenturyLink Communications as a result of the parent company merger between CenturyTel, Inc. and Embarq Corporation. By the use of "CenturyLink Communications" as a d/b/a name, United Telephone states that it will no longer use the Company's current d/b/a name of Embarq. According to United Telephone, all customers of the Company have been notified of United Telephone's use

of the CenturyLink name by bill message, bill insert, and/or letter; therefore, United Telephone requests that the Commission approve the name modification without requirement of publication. United Telephone files with its request copies of the notifications provided to its customers. According to United Telephone's notifications, there will be no change to customers' plans, rates, features, terms and conditions of service as a result of the merger and name modification.

Because of the fact that the rates, terms, or conditions of telecommunications services provided by United Telephone to its customers are not affected and all customers have been notified, we hereby grant waiver of publication of the Notice of Filing. After review and consideration of United Telephone's request for the name modification, the Commission concludes that the request for approval of "CenturyLink Communications" as a trade name to the Company's name should be granted.

IT IS THEREFORE ORDERED:

1. That the request of United Telephone Company of the Carolinas, LLC d/b/a Embarq for approval of the addition of "doing business as" (d/b/a) or trade name to the Company's name is approved, and United Telephone Company of the Carolinas, LLC d/b/a Embarq is hereby authorized to utilize "CenturyLink Communications" as a trade name for its telecommunications services provided in South Carolina, and accordingly, the Commission's records will hereby be amended to reflect United Telephone's deletion of "Embarq" as a trade name and the adoption of the trade name of "CenturyLink Communications".

2. That this Order shall remain in full force and effect until further order of the Commission.

BY ORDER OF THE COMMISSION:

Elizabeth B. Fleming, Chairman

ATTEST:

John E. Howard, Vice Chairman

(SEAL)